

LYNCHBURG CITY COUNCIL REPORT

Meeting Date: February 12, 2002

Council Report # 12

Contact: Kimball Payne (847-1443)

Report Writer: Mark F. Courtney (582-1150)

Subject: Virginia Department of Aviation Marketing and Promotion Grant

Purpose of Action:

- Appropriation of funding for this project in the Airport Projects Grant Fund
- To authorize the City Manager to execute the necessary Virginia Department of Aviation grant documents for this project

Requested Action: Appropriation of funding to conduct aviation promotion activities

Funding:	Source	One-time	Totals
	State	\$25,000	\$25,000
	Local*	25,000	25,000
	Totals	\$50,000	\$50,000

* Funding: Transfer from the Regional Airport Fund

Prior Action: January 9, 2002 – Grant offer from the Virginia Department of Aviation
February 5, 2002 – Finance Planning and Committee Review

Attachments: None

Resolution/Ordinance:

BE IT RESOLVED That \$50,000 is appropriated in the Airport Projects Grant Fund for Aviation Promotion activities, with reimbursement of \$25,000 from a Virginia Department of Aviation grant, and \$25,000 by transfer from the Aviation Promotion account set aside in the Airport's FY 2002 Airport Operating Budget; and

BE IT FURTHER RESOLVED That the City Manager is authorized to execute the necessary documents for this grant activity; and

BE IT FURTHER RESOLVED That the Financial Services Director is authorized to provide temporary loans as necessary to fund this project.

Introduced:

Adopted:

Certified: _____
Clerk of Council

032L

Other Information:

Funding for airport marketing and promotion activities is available through a Virginia Department of Aviation (DOAV) special grant fund, with a maximum single grant amount of \$25,000. A local match of 50 percent is required, bringing

total funding for the program to \$50,000. The local share of the activities are budgeted and charged to the Aviation Promotion account set aside in the Airport's FY 2002 Airport Operating Budget.

Lynchburg Regional Airport proposes to use the FY 2002 Aviation Promotion Grant to provide advertising and promotional support to the airport's marketing and air service development programs. This grant is considered a companion program to the DOAV's Air Service Development grant, and will be used primarily to promote existing and new airline service at Lynchburg Regional Airport. Advertising will be targeted mainly to print and radio media aimed at promoting airfare sales, airline service additions/upgrades and other advertising designed to reinforce the airport's natural marketing strengths: close and convenient facilities and services.

Lynchburg Regional Airport also plans to continue its airline co-op advertising program. This program is designed to allow the airport and airlines to jointly promote the air service options to the community. By combining these advertising funds, a broader mix of media outlets can be incorporated into a campaign while making possible greater frequency through economies of scale.

Finally, it is also expected that these grant funds will be used to augment other promotional funding made available through the Air Service Development Committee of the Lynchburg Regional Chamber of Commerce as part of the combined efforts of the Chamber and the airport to promote airline and airport services.